

THE
HOME DECORATOR



Courtesy of Sunset Magazine

INDEX

Automobiles	31
Bathrooms	12, 13
Bedrooms	14, 15, 16, 18, 19, 29, 32, 35
Closets	29
Dining Rooms	2, 8, 9, 16, 32
Garage	31
Halls	4, 5
Houses (Frame)...	1, 20, 21, 22, 23, 24, 25, 36
Houses (Stucco-Brick).....	24, 26, 27

Kitchens	10, 11, 16
Living Rooms	6, 7, 33
Porches (Sun)	28
Recreation Rooms	30
Small Furniture	17
Window Treatment	34

Specifications for Home on Cover: BODY AND TRIM, Sherwin-Williams SWP House Paint Ivory, 496. ROOF, S-W Preservative Shingle Stain Silver Gray C-82. SHUTTERS AND DOORS, S-W Trimbrate Color Spanish Blue lightened with SWP Gloss White.

Accent on Beauty and Protection



(not forgetting Economy)

"YOU know, Edith," said Mr. Allen to his wife, "I haven't a notion how to begin this redecorating business. This is a pretty old house and there's plenty to be done. We've got to start somewhere, but where?"

"I know no more about it than you do, Jim," she replied. "You and I and the children must just sit down and plan the whole thing out. Let's make out a budget. We ought to be able to work wonders if we are practical about it. We've good taste in clothes and there's no reason why we shouldn't have in home decorating—and Bob Snow, the Sherwin-Williams dealer, has offered us his help and suggestions. And he'll work right with Tom Cameron, our painter, on the big rooms and the outside of the house."

"Sounds fine—what about the cost?" said Jim.

"Jim, yesterday, I was looking through a number of the

women's magazines—at the pictures and articles by famous decorators. The Ladies' Home Journal, Good Housekeeping, House & Garden, Pictorial Review, House Beautiful, McCall's, Woman's Home Companion—well, in fact, all of them have some marvelous suggestions and room schemes done in Sherwin-Williams Paints. And this is the big point . . . we don't need to go out and buy a lot of new furniture. We can use just what we have—dress it up in new clothes—put fresh paint on the walls and some of the furniture. Honestly, Jim, it's astounding what paint and color can do for a room. . . . Just these two things make a world of difference. I'll bet we can make our modest little home look like a much more expensive one, and half of it we can do with our own hands. We can get an idea here and there from the magazines and from Bob Snow . . . and let our ingenuity and good taste take care of the rest . . . and it will be fun, Jim."

And that's just what they did . . . and what you can do, too.

DINING ROOM on page 2: A fresh and gay ensemble in blue and white. Walls are Sherwin-Williams Flat-Tone White. Furniture is finished in S-W Enameloid White and S-W Enameloid Blue Mixture (equal parts Blue and Orchid). Wood trim, S-W Enameloid White. Floors, S-W Mar-not Varnish.

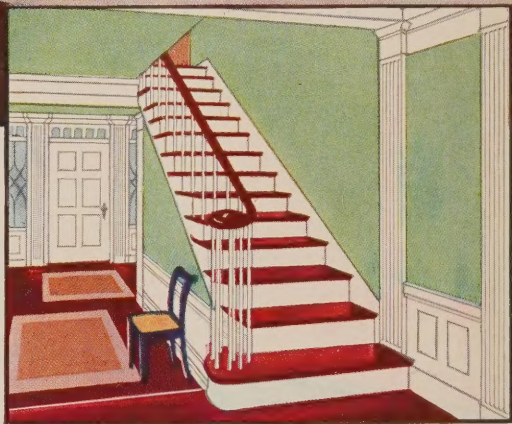




Courtesy W. & J. Sloane

CEILING AND WALL OF STAIR HALL, Sherwin-Williams Flat-Tone White. ENTRANCE HALL, Ceiling, S-W Flat-Tone White. WALL, S-W Flat-Tone Cocconut Brown. WOODWORK, S-W Old Dutch Enamel White, Dull finish.

(Right): CEILING, Sherwin-Williams Flat-Tone White. WALL, S-W Flat-Tone Pale Green. WOODWORK, S-W Old Dutch Enamel White. STAIRTREADS AND FLOOR, S-W Mar-not Varnish.



Painting Information You Will Find Helpful

FLOORS

TO RE-VARNISH AN OLD FLOOR

If the floor has been waxed, wash carefully with turpentine before varnishing, as wax prevents varnish drying.

If the finish is merely soiled wash it thoroughly with S-W Flaxoap and water, rinse well and dry. Sandpaper bare spots and apply a first coat of S-W Mar-not Varnish with one pint of S-W Exolvent or turpentine added to the gallon. Let dry and apply a coat of S-W Mar-not Varnish without thinning. If wood floors become badly discolored, varnishing only serves to emphasize imperfections. To preserve the beauty of natural wood grain the floors must be re-scraped. It is well worthwhile because the floor can then be finished exactly as new.

A WORD ABOUT S-W MAR-NOT VARNISH

Mar-not dries in about 4 hours to an extremely durable finish, which will not chip, scratch white or discolor from either hot or cold water—no matter how long it is wet. It is not harmed by alcohol or ordinary acids.

TO REFINISH FLOORS WITH S-W FLO-LAC

Softwood floors usually do not justify the expense of re-scraping, and for these floors the Flo-lac Finishing System is particularly well suited. The floor is prepared—washing with S-W Flaxoap, removing all wax, sandpapering rough spots—in the same manner as that used before applying Mar-not Varnish. If an imitation grain effect is desired, apply two coats of Flo-lac Ground Color. Then apply S-W Graining

This Hall says "Welcome"

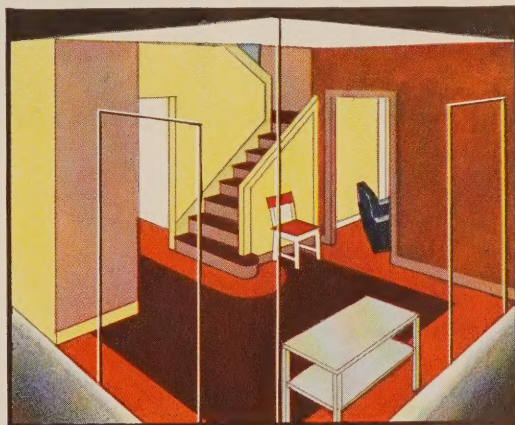
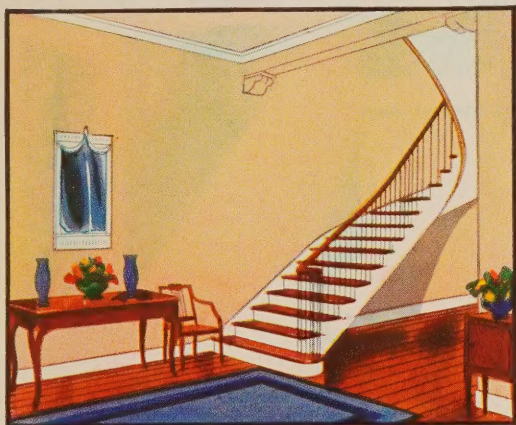
NO matter what the weather your hall should express gay cheer . . . smooth, colorful walls, shining stair rail, the rich gloss of polished furniture. Wouldn't a hall like that promise a warm welcome to your guests?

When the Allens went to work on their hall they made one rule to follow—keep it simple and direct and you'll achieve that distinction which is the keynote to modern decoration. Divest the room of all unnecessary frills . . . but with paint and color and light make that hall the airy, spacious (in effect, at least) reception room it should be. Witness the smart hallway on the opposite page. Doesn't it say "Welcome" as evident as if it were woven into the rug? A little ingenuity, a little paint . . . and the room is yours.



(Left): CEILING, Sherwin-Williams Flat-Tone Ivory. WALLS, S-W Flat-Tone Cream. WOODWORK, S-W Old Dutch Enamel White. FLOORS, S-W Mar-not Varnish.

(Right): WALLS, Sherwin-Williams Flat-Tone Cocoonut Brown, Canary Yellow and S-W Semi-Lustre Taupe. CEILING, S-W Flat-Tone White. FLOORS, S-W Floor Enamel Mahogany, Light Tan. FURNITURE, S-W Enameloid Platinum and White.



Preparation when the Ground Color is dry, work the wet Graining Colors, as you go, with graining tools or an old whisk broom. When this is dry, apply one or two coats of Flo-lac in the color selected. A grained effect may also be obtained—without using other graining preparations—by dragging a worn whisk broom through the first coat of Flo-lac, after it has set a few minutes.

S-W DEX LINOLEUM VARNISH

Dex keeps linoleum looking new, seals the surface so that dirt does not penetrate. Scrubbing is unnecessary as dirt, grease and anything spilled wipe up easily. One quart of Dex provides two coats for the average kitchen, or covers approximately 150 to 175 square feet, one coat. Observe the usual precautions before applying a floor varnish. Be sure all wax is removed—some linoleums are factory waxed. Apply Dex with a good varnish brush—S-W No. 208 or 220.

HOW TO WAX FLOORS

A wax finish is always applied over a varnished finish or over shellac, and is not serviceable when applied direct to wood. Sherwin-Williams Prepared Wax (Paste) spreads easily. When it has dried for a few minutes, polishes quickly with a soft dry cloth or weighted waxer. Sherwin-Williams Flo-Wax is used on linoleum, tile and all varnished floors. Flo-Wax is applied with cloth or long-handled applicator and is self-polishing.

TO PAINT OR ENAMEL WOOD FLOORS

For colored floors use S-W Floor Enamel on wood, linoleum or composition tile floors. Be sure any old wax, dirt or grease is completely removed before finishing. Apply two coats of S-W Floor Enamel as directed on the can. Floor Enamel is available in 10 serviceable colors.



© Woman's Home Companion

CEILING, Sherwin-Williams Flat-Tone Ivory WALLS, S-W Flat-Tone Cream Gray. WOODWORK, S-W Old Dutch Enamel Ivory, Dull Finish. ENAMELED FURNITURE, S-W Enameloid Bud Green (mixture) and Jade.

TO ENAMEL CEMENT OR CONCRETE FLOORS

CAUTION: Basement floors which become wet periodically from moisture coming through the floor or the walls cannot be painted successfully — water will make the paint come off. In a new building it will pay to wait a year to make certain the floors and walls are water-tight. This also permits the cement to cure thoroughly.

Apply two or three coats, as required, of S-W Floor Enamel as directed on the can.

Previously painted floors require that the bare spots be touched up — then washed clean — any loose or scaly paint scraped off, then painted with two coats of Floor Enamel.

FURNITURE

ANYONE CAN REFINISH FURNITURE

With a little patience and willingness to follow directions in

this book, the amateur can refinish furniture—beginning with the smaller pieces—so that it will be serviceable and enjoyable, at a very small cost.

WHAT FINISHES ARE BEST FOR FURNITURE

For decorating or refinishing furniture in color, use S-W Enameloid or Rogers Brushing Lacquer.

To restore lustre to worn varnished furniture, re-coat it with S-W Mar-not Varnish.

To freshen up the color or to darken stained and varnished furniture, apply a coat or two of S-W Flo-lac.

To varnish surfaces exposed to weather, excessive moisture, direct sunlight and for interior window sills and sash, use S-W Rexpar Varnish.

SHOULD OLD FINISHES BE REMOVED?

If badly marred, checked or scaling, remove the old finish with S-W Taxite and follow directions on page 32. Otherwise,

Designed for charm and comfort

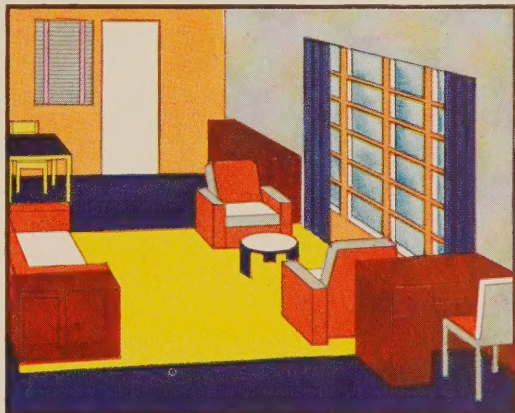
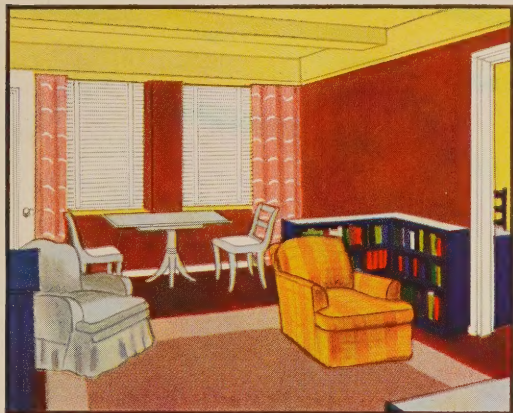


THEN into the living room. Just a bit of dignity, a ripple of gaiety and a roomful of charm. Mrs. Allen utilized her possessions in the very best and most effective way . . . and color, plus good sound sense and ingenuity, helped her do it. The furnishings were not expensive—just the simple things

she had used for years. Redecoration doesn't mean wholesale casting-off of old things, you know. That would hurt the soul of a good housewife, and means needless expense besides. Just a fresh upholstery job on the old chairs, new chintz drapes at the windows, fresh, gleaming paint on the walls . . . and those ever-necessary adjuncts to a livable room . . . books and bookcases. Here is a room informal, comfortable, and cheery—in other words, a room to live in and enjoy.

(Left): WALLS, Sherwin-Williams Flat-Tone Coconut Brown. CEILING, S-W Flat-Tone Canary Yellow. DOORS AND BASEBOARD, S-W Enameloid or S-W Old Dutch Enamel White. FLOOR, S-W Floor Enamel Mahogany. FURNITURE, S-W Enameloid Platinum and Blue.

(Right): SIDE WALLS, Sherwin-Williams Flat-Tone Sky Blue and Silver Gray (Mixture). END WALLS, S-W Flat-Tone Buff and Cream (Mixture). CEILING, S-W Flat-Tone Ivory. DOORS, S-W Enameloid or Old Dutch Enamel White. FLOOR, S-W Floor Enamel Blue. FURNITURE, S-W Enameloid Burnt Orange (Mixture), Platinum, Canary Yellow and Blue.



remove any wax with turpentine; wash un-waxed surfaces with S-W Flaxoap and water, dry and sandpaper. Remember that your finish can be no smoother than the surface over which it is applied. Sandpaper smooth, first with No. 0 and then with No. 00 sandpaper, rubbing *with* the grain of the wood. You are then ready to apply finishing coats of varnish or enamel. When applying more than one coat of varnish always let dry 24 hours and sandpaper lightly between coats with No. 00 paper.

REFINISHING WICKER FURNITURE

Use S-W quick drying Enameloid. Scrub the furniture clean with a scrubbing brush dipped in gasoline—let dry. Then thin Enameloid slightly with turpentine so it will work into crevices freely. Apply with a rather thin brush which is flexible enough to slip into the texture easily. If necessary, apply a second coat after the first has had sufficient time to dry.

TO ENAMEL UNFINISHED FURNITURE

First sandpaper any rough surface. For small pieces simply apply one or two coats of S-W Enameloid in the color desired. For a fine, porcelain-like finish on larger pieces apply:

First Coat: S-W Flat-Rite Enamel Undercoater as directed on the can.

Second Coat: An equal part mixture of Flat-Rite Undercoater and Enameloid in the color selected.

Third Coat: Enameloid as it comes in the can.

Allow the first two coats to dry a day each, then sand lightly and apply the next coat. Use a S-W No. 212 or 227 varnish or enamel brush. For a fine finish always use a clean brush.

TRANSFER PATTERNS

The easily applied and inexpensive Decalcomania patterns add so much to the attractiveness of tables, chairs and doors—ask us about them.



Courtesy Kittinger

DINING ROOM: No lovelier period than Regency, none better suited to the graceful dignity the dining room demands. Walls of Sherwin-Williams Flat-Tone Canary Yellow, delicate molding in S-W Old Dutch Enamel or Enameloid White. A Regency mirror framed in black. Darker yellow drapes. Mahogany table and black chairs upholstered boldly in white leather. Ornaments of white. Arranged by Kittinger.

(Right): **CEILING,** Sherwin-Williams Flat-Tone Canary Yellow. **WALLS,** S-W Flat-Tone Pale Green. **WOODWORK,** S-W Old Dutch Enamel White tinted with S-W First Quality Oil Colors to Canary Yellow.



TO APPLY A TRIM COLOR

Apply the principal color and let dry. Then apply accent colors to knobs, edges, etc., with a small trimming brush. Any mistakes or slips can thus be corrected by wiping off the trim color with a rag dampened with S-W Exsolvent or turpentine.

HOW TO PRODUCE WAX FINISH

Woodwork is first stained, then filled, then given two coats of S-W White Shellac. Sand the shellac lightly and apply S-W Prepared Paste Wax and rub briskly with a soft cloth.

TO STAIN AND VARNISH UNFINISHED FURNITURE

Apply S-W Woodcraft Stains and S-W Mar-not Varnish as explained on page 30, under "Woodwork." For a "Dull-Rub" varnished effect without the labor of rubbing, use S-W Velvet Finish Varnish as a finishing coat.

INTERIOR SURFACES

Interior painting can be done in any season

REPAIRING PLASTER WALLS

Repair plaster correctly by cutting out cracks with a knife, undercutting the edge so that when filled with patching plaster the material will be held in place. Wet the crack thoroughly to avoid shrinkage and force the patching plaster in with a putty knife. Let dry, then sandpaper rough edges.

ALL TYPES OF PLASTER— ALL TYPES OF WALL FINISHES

NOTE: Do not paint new or "green" plaster without first allowing it to "cure" and dry for 30-60 days. This precaution is to prevent paint peeling. New plaster can be temporarily decorated with S-W Casenite, a dry powder which is mixed with water.

A new color note



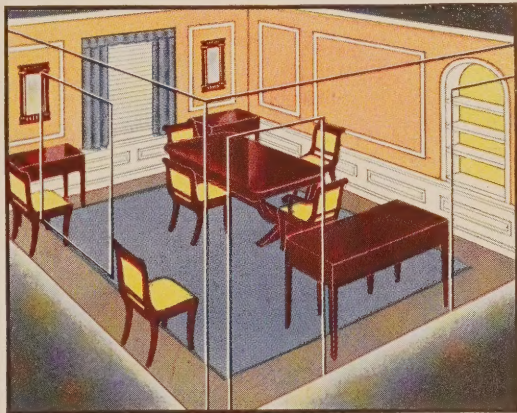
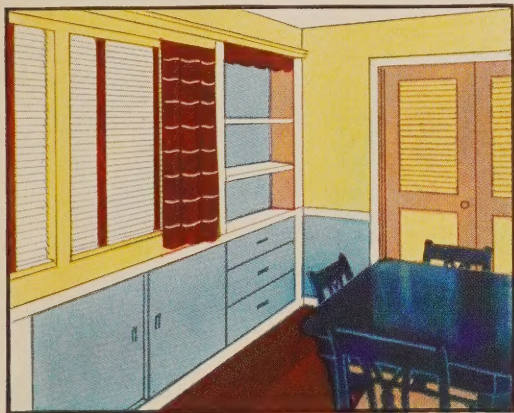
THE Allens wanted their dining room to be as bright as early morning, with a color scheme dramatic, alive and gay. We haven't a picture of it here, but it is a charming room. Their painter did the walls for them . . . a rich, medium blue. And old Dan Wilbur, a cabinet-maker from down the street made up an unpainted table, server and corner cupboard—the chairs the Allens already had. These Mr. Allen painted with White S-W Enameloid . . . and a professional looking job it is, too. With the odds and ends of trimming—the drapes at the win-



dows, the one big picture on the wall, the colorful rug, and the orange bowl of flowers, they have a delightful room—a perfect background for entertaining—the color scheme setting the key for gaiety and a good time. Illustrated here is another room, a little more formal, but no less comfortable and livable, and also finished with Sherwin-Williams paints.

(Left): CEILING, Sherwin-Williams Flat-Tone White. WALLS, Flat-Tone Canary Yellow. WOODWORK, S-W Enameloid White, Taupe and Pastel Blue.

(Right): WALLS, Sherwin-Williams Flat-Tone Buff and Cream (Mixture). CEILING, S-W Flat-Tone Ivory. WOODWORK, S-W Enameloid or S-W Old Dutch Enamel White. FLOOR, S-W Floor Enamel Gray Stone.



Since all unpainted plastered surfaces are more or less porous, they should always receive a first coat of S-W Wall Primer and Sealer—no matter whether the wall is to be finished in Flat-Tone, Semi-Lustre or enamel finish.

Standard wall boards are also given a first coat of S-W Wall Primer and Sealer. Porous insulating type wall boards must be given a first coat of S-W Tri-Seal. After the priming coat dries, level off all nail holes in wall board and fill cracks at joints, with special patching plaster recommended for the purpose.

Apply these first coat with a S-W No. 20 or No. 40 Brush, and let dry for 24 hours before applying the next coat of paint.

PREPARING OLD WALLS FOR PAINTING

If painted walls have scaled, leaving bare plaster, sandpaper down edge of the paint, then coat in bare spots with S-W Wall Primer and Sealer and let dry.

Walls previously painted with oil paint should be washed

with S-W Flaxoap and water to remove all grease and dirt. Kitchen walls, especially, have a film of grease (even though the walls look clean) which, unless removed, interferes with the drying of the new paint.

Kalsomine must be washed off with a sponge and hot water, let wall dry, and apply one coat of S-W Wall Primer and Sealer.

Old wallpaper must be removed before painting the walls. Soak the paper with hot water, scrape it off with a wide putty knife, taking care not to nick the plaster. Wash off the glue size, let dry and apply one coat of S-W Wall Primer and Sealer.

OLD GLOSSY FINISHES

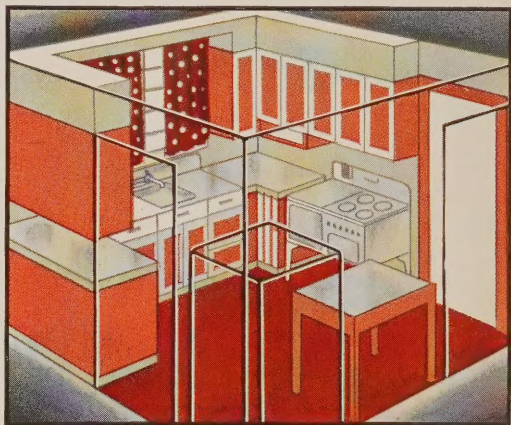
Wash with a good washing powder. Sandpaper any remaining shiny spots. The new finish will then be much smoother and more opaque. This prevents the new paint chipping off when hard.



KITCHENS: (Left Above) The walls are in Canary Yellow Sherwin-Williams Semi-Lustre tinted with S-W First Quality Oil Color Chrome Yellow Light. The cupboards are in that same yellow with the door panels in S-W Semi-Lustre White. Arranged by McCALL'S MAGAZINE.

(Right Above): CEILING and WALLS, of Pale Green S-W Semi-Lustre, a brown linoleum floor, white fixtures trimmed in black, and an open cupboard finished with Chinese Red S-W Enameloid. Arranged by American Institute of Architects, at Old Point Comfort.

(Right): CEILING and WALLS, Sherwin-Williams Semi-Lustre Silver Gray and Cream Gray (Mixture). CABINETS, S-W Enameloid Coral (Mixture) and White. FLOOR, S-W Floor Enamel Tile Red.



WHAT IS THE BEST TYPE FINISH FOR A PLASTERED WALL?

An oil-base paint, in glossy, semi-gloss or dull (flat) finish. Choice is governed by the service the wall gets, personal preference and decorative effect.

S-W SEMI-LUSTRE FOR KITCHENS, BATHROOMS, HALLS, PLAYROOMS, LAUNDRY ROOM, ETC.

Formerly a glossy enamel was considered necessary in order to make walls washable. Today, Semi-Lustre is so completely washable and sanitary, it is the standard specification for hospital walls. It gives softer light diffusion than a high gloss finish, hence a richer decorative wall, easier on the eyes.

The housewife can have complete confidence in her Semi-Lustre walls as finger marks, grease from cooking, pencil marks, even ink spots wash off clean.

APPLYING S-W SEMI-LUSTRE TO NEW UNPAINTED SURFACES

First apply one coat of S-W Wall Primer and Sealer (S-W Tri-Seal to be used on porous insulating wall boards). When firstcoater is dry, apply S-W Semi-Lustre as it comes from the can, with a 3 or 4 inch S-W No. 20 or No. 30 Brush.

APPLYING S-W SEMI-LUSTRE OVER PREVIOUSLY PAINTED WALLS

Apply S-W Wall Primer and Sealer to bare spots, let dry. If the old finish is a flat wall paint, use a general first coat of Wall Primer and Sealer to which is added two quarts of Semi-Lustre to the gallon. Let dry over night. Then apply S-W Semi-Lustre as it comes from the can. **NOTE:** If 3 coats are planned, add one pint of S-W Exsolvent or turpentine to each gallon of Semi-Lustre for the *second* coat and apply the *third* coat as it comes from the can.

The glory that is Paint

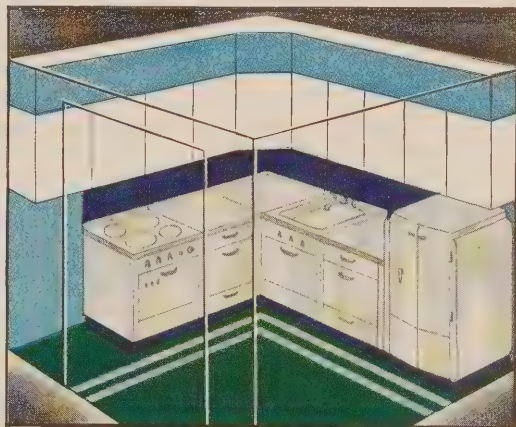
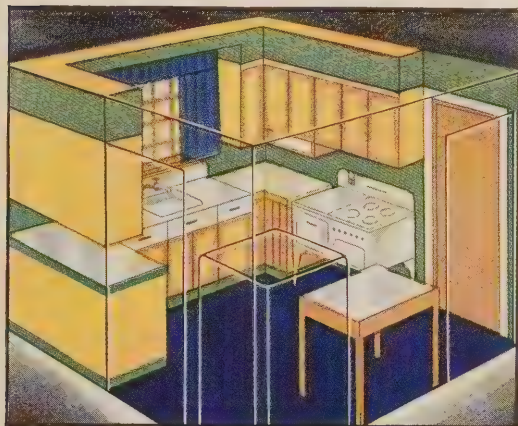
THE modern kitchen revels in color and more color—which only paint can provide. It can be the most colorful—the gayest room in the house, as it should be. It's the heart of the home. It can be brightened up more easily than other rooms—it literally cries for color to give it the cheery atmosphere it needs. And it can be done best, most easily and economically with just such simple tools as a brush and a can of paint. Look at the two kitchens on page 10, one from McCALL'S MAGAZINE and the other from the Design Trend rooms of the American Institute of Architects. The Allens had quite a time deciding between them, one as charming and bright as the other—rooms you'll like to step into this very moment. They came to a happy settlement by taking



ideas from both, and then adding a couple touches which are all their own. And this room is practical to the nth degree, for every single surface is washable and non-fading.

(Left): WALLS, Sherwin-Williams Semi-Lustre Pale Green. CEILING, S-W Semi-Lustre Canary Yellow. CABINETS, S-W Semi-Lustre Canary Yellow and Taupe. FLOOR, S-W Floor Enamel Blue.

(Right): WALLS, Sherwin-Williams Semi-Lustre Poudre Blue. CEILING AND CABINETS, S-W Semi-Lustre White. WALLS BACK OF WORK UNITS, S-W Enameloid Blue. FLOOR, S-W Floor Enamel Green (mixture) and Gray Stone.



SHERWIN-WILLIAMS FLAT-TONE FOR LIVING ROOM, DINING ROOM, BEDROOM WALLS AND CEILINGS

S-W Flat-Tone is a superb decorative finish with a velvety appearance that makes a better background for room furnishings than a glossy finish. It diffuses light more effectively, so that Flat-Tone walls give a greater degree of eye comfort and make more enjoyable rooms. Flat-Tone is easy to wash and keep looking fresh. Just use S-W Flaxoap and water.

S-W FLAT-TONE ON NEW UNPAINTED WALLS

First take care of the natural porosity of the walls by applying a first coat of S-W Wall Primer and Sealer. Let dry overnight. Then use Flat-Tone in the desired color as it comes from the can, using a S-W Brush No. 20 or No. 40 in 3½ or 4 inch width.

S-W FLAT-TONE FOR REPAINTING OLD SURFACES

If the wall is finished in oil paint which is in good condition, wash well with Flaxoap and water before applying Flat-Tone. If in doubt, add two quarts of S-W Wall Primer and Sealer to the first coat of Flat-Tone. Apply the second coat as it comes from the can.

S-W FLAT-TONE WALL EFFECTS

Sand finish plaster, rough textured plaster, canvassed or burlap walls are so interesting in texture and take on so much added beauty when coated with Flat-Tone, that several methods of making ordinary smooth plaster walls appear rough textured, have been devised.

With Flat-Tone you may have a beautiful wall which is rough and looks smooth, or you may have a wall which is smooth and looks rough, as explained on the next page.

BATHROOM: WALLS, Sherwin-Williams Semi-Lustre Cream. **CEILING,** S-W Semi-Lustre White. **WOOD TRIM AND DOORS,** S-W Old Dutch Enamel or S-W Enameloid Ivory.

Page 13 (Right Above): **CEILING,** Sherwin-Williams Semi-Lustre White. **WALLS,** S-W Semi-Lustre Canary Yellow. **WOODWORK,** S-W Semi-Lustre Silver Gray.

Page 13 (Lower Left): **CEILING,** Sherwin-Williams Semi-Lustre White. **UPPER WALLS,** S-W Semi-Lustre Poudre Blue. **LOWER WALLS,** S-W Semi-Lustre Poudre Blue tinted darker with Prussian Blue. **FLOOR,** S-W Floor Enamel Blue.

Page 13 (Right Below): **CEILING,** Sherwin-Williams Semi-Lustre White. **WALLS AND DRESSING TABLE,** S-W Semi-Lustre Light Pink 1 part, Cream Gray 2 parts. **WOOD TRIM,** S-W Semi-Lustre White. **FLOOR,** S-W Floor Enamel Gray Stone.



A SPONGE STIPPLE EFFECT WITH S-W FLAT-TONE

In Paint Headquarters Store you can select the stipple effect you wish. The Flat-Tone color specified as the background is brushed on. Then the stipple colors are mixed. With an even textured sponge (which has been washed out in water and is quite damp), the wall is patterned by tapping the loaded sponge directly onto the background color, with each sponge print slightly overlapping the preceding one. The entire wall is covered in this manner.

A TEXTURED TIFFANY EFFECT WITH S-W FLAT-TONE

At our store the Decorative suggestion book shows many color combinations in textured tiffany glaze, ranging from the softest blended antique ivory to the richest imaginable stained glass effect.

First, as with sponge stipple effect, a solid background color of

Flat-Tone, Semi-Lustre or Enameloid is applied and allowed to dry. The next coat is S-W Glazing Liquid which is first tinted to the desired color with S-W First Quality Oil Colors. The tinted Glazing Liquid is then brushed onto the background color and immediately stippled with a brush, crumpled cloth or newspaper to the texture desired.

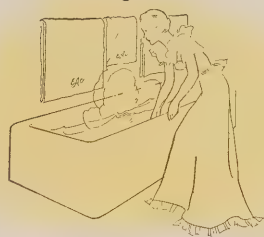
To give a longer time for stippling, a clear coat of S-W Glazing Liquid can be applied directly over the ground color and while it is still wet the tinted Glazing Liquid should be applied over it and stippled.

With S-W Glazing Liquid the wall may be made to have a great deal of visible texture and yet be perfectly smooth to the touch and—of course, washable.

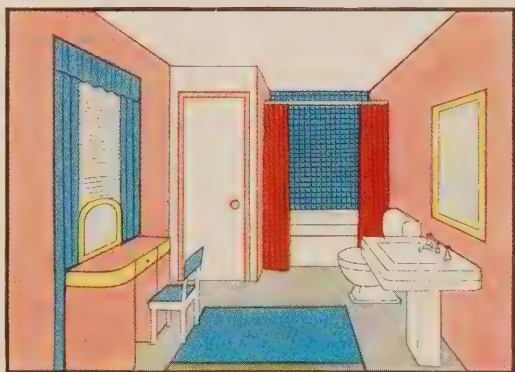
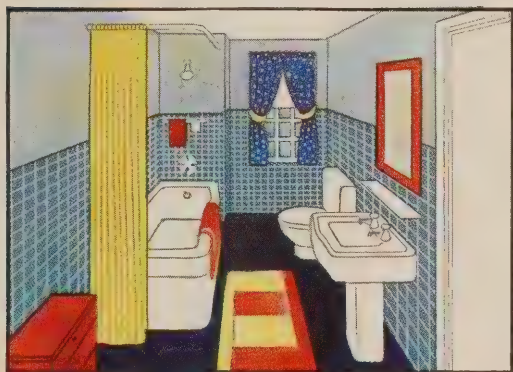
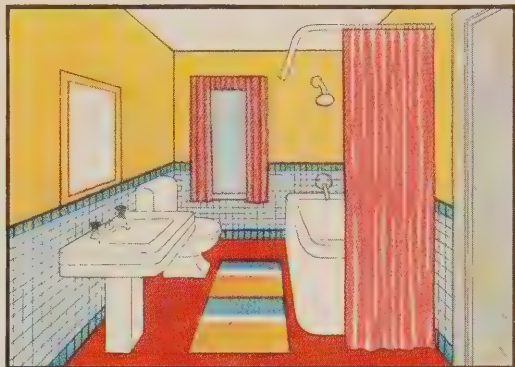
SECURING ACTUAL TEXTURE IN PAINTED WALLS

After the usual first coat of S-W Wall Primer and Sealer has been allowed to dry overnight, apply a heavy coat of Flat-Tone in the regular way. After spreading about 10 square feet, the

Yesterday's bathroom styled for Tomorrow



AS a thoughtful housewife, Mrs. Allen knew the importance of color in the bathroom. Bright attractive colors symbolize cleanliness, and certainly the bathroom should not belie its purpose. She kept the wall tint soft and the trim a darker shade. Here beards are shaved, faces are powdered and there must be light and plenty of it to prevent butchered chins or floury noses. So the light reflection of a light paint was taken into consideration. Then more color luxury in the window coverings, and the rubberized shower curtains and linens. Colorful towels and rugs add just that touch of brilliance and richness that it needs.



wet paint is pounced with a painter's stippling brush. This type of stippling does not harm the washability of Flat-Tone in the least and produces a fairly light texture.

For more Pronounced Texture—use S-W Wall Paint No. 96 over the first coat of S-W Wall Primer and Sealer. Apply No. 96 Wall Paint tinted to the desired shade with S-W First Quality Oil Colors, with a regular 4-inch wall brush, laying the paint on in short strokes using a full brush, and more or less "trowel" it on so it will be "full of brush marks." Allow the paint to "set" for a few minutes before stippling.

SHERWIN-WILLIAMS WATER PAINTS

S-W CASENITE

A marvelous washable water paint which covers solidly in one coat. Casenite can be applied without first sizing the wall,

except on extremely porous surfaces where a thin sealing coat of Casenite should be applied before the finishing coat is brushed on. Casenite is not an ordinary kalsomine, and (although its washability cannot be compared with that of Semi-Lustre) dirt marks can be *sponged off* readily. It does not rub off on the clothes. Avoid washing until the finish has dried 60-90 days on the surface.

S-W DECOTINT

An economical hot or cold water Kalsomine which can be applied to any paintable interior wall surface. It comes in white and fourteen tints which give a soft, velvety water-color effect. One pound covers from 60 to 80 square feet when mixed.

S-W KALSO

A perfected Hot Water Kalsomine which differs from Decotint in that it requires hot water for mixing, and covers slightly more

(Continued on page 15)

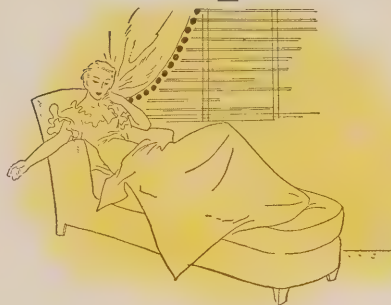


Furniture Ensembles, B. P. John, FASHION-FLOW



Another adventure in self-expression

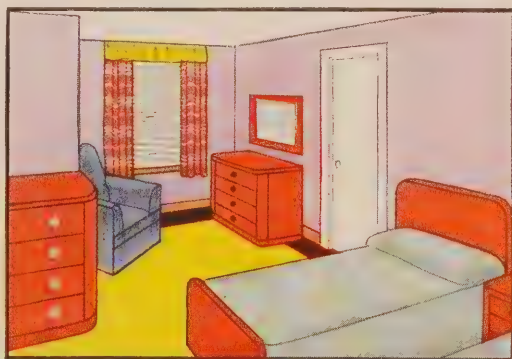
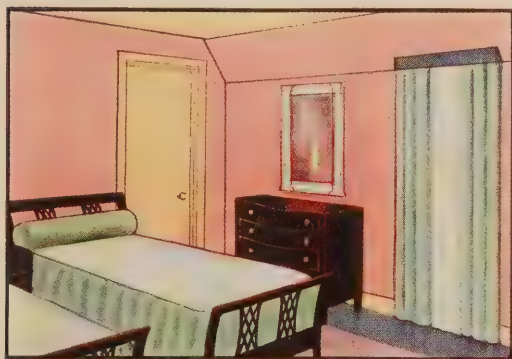
UPSTAIRS in the master bedroom, formality and elegance reflect the masculine and feminine attitudes in decoration. The richness of the orchid walls make a perfect background for the dignity of the wood furniture. The simplicity of the furniture itself, the tailored bed coverings, and the unpatterned rug are concessions to Mr. Allen . . . no frills for him. But what woman wouldn't be charmed with the whole effect? The painted walls have a smoothness and rich velvety appearance that makes a wall beautiful and lastingly satisfactory. This is Edith and Jim's own room. It reflects them—as they wish to be reflected to themselves, to their children and to their guests. (And isn't the green guest room attractive in its unusual forest green wall color, and charming combination of colors on walls, furniture, drapes and rugs?)



BED ROOMS (page 14): (Top) CEILING, Sherwin-Williams Flat-Tone Cream. WALLS, S-W Flat-Tone Forest Green (for a lighter color effect use S-W Flat-Tone Bright Sage). WOODWORK, S-W Old Dutch Enamel Ivory. (Bottom) CEILING, Sherwin-Williams Flat-Tone Cream Gray. WALLS, S-W Flat-Tone Shell Pink and Cream Gray, equal parts. WOODWORK, S-W Old Dutch Enamel Ivory. Interiors arranged by Marshall Field & Co.

(Left): CEILING, Sherwin-Williams Flat-Tone Cream. WALLS, S-W Flat-Tone Shell Pink and Cream (Mixture). WOODWORK, S-W Enameloid Old Ivory.

(Right): CEILING, Sherwin-Williams Flat-Tone White. WALLS, S-W Flat-Tone Orchid. WOODWORK, S-W Enameloid Taupe and White. FURNITURE, S-W Enameloid Coral (Mixture).



surface per pound. Also comes in White and in eight delicate tints. Apply over a properly sized surface.

S-W BONDING CEMENT PAINT

An artificial stone in powder form, for use on unpainted stucco, concrete, brick and stone surfaces. It bonds with the surface, sets like cement, becomes an integral part of the surface to which it is applied. It is necessary that the surface have sufficient porosity to permit the paint to secure proper bond. Only one coat is required on most surfaces. One pound of Bonding Cement Paint when mixed with water will cover 30 to 40 square feet of average surface.

EXTERIOR SURFACES

HOUSE PAINTING

FOR APPEARANCE'S SAKE: The fine appearance of your home has a definite value. You can't afford to have a shabby

looking house. Even as necessary as painting protection is, it is more important in relation to your standing in your community to keep your home attractive.

When paint wears off, water seeps in, decay sets in, nails rust and loosen. Soon there is a good sized repair bill. Then after repairs are made the job is completed by painting. Timely painting removes the cause of practically all such repair bills.

HOUSE PAINTING—HOW OFTEN

The frequency with which your house needs repainting depends upon three things: 1. Local climatic conditions. 2. The quality and color of the paint used. 3. The skill with which it is applied.

You can control the quality and color of the paint by using proved-quality Sherwin-Williams SWP House Paint. You can control the skill with which the painting is done by hiring a reliable master painter. Under average weather conditions, a



Beautiful
Enamel
in every room
in the house



For Painting Specifications, see page 17

house painted by a reliable master painter using SWP House Paint will last five years or longer.

WHAT SEASON IS BEST FOR OUTSIDE PAINTING?

While the correct answer depends upon where you live, the time of year is not as important as the kind of weather. It is better to be guided by the following rather than by the season of the year:

1. On new buildings (and old buildings which have been exposed to wet weather), allow the sun to dry the lumber thoroughly before painting. The wood must be dry *clear through*—not merely surface dry.
2. Never paint a wet surface—the paint is liable to peel. Avoid painting on cold, damp days—also during blistering hot weather. Don't paint over surfaces recently exposed to frost.
3. Paint when the weather is warm and dry—when the air is free from dust and insects—and when there is least danger from

sudden rainstorms. Paint when the temperature is between 50° and 85° if possible.

TO SELECT SWP COLORS BEST SUITED TO YOUR HOUSE

Light tints make a house appear larger. Dark shades, also neutral grays, make it seem smaller. Following Nature's example, the smaller house should be painted in the lighter, brighter tints while the large building should be done in the darker, more neutral shades, particularly in a group of other buildings. When the large house has spacious grounds with trees and shrubbery it, too, can be painted in brighter tints.

A tall, narrow house appears lower when the upper body and roof are in considerably darker colors than the lower part. Avoid trimming vertical lines, such as corner boards. For porch floors and steps, use S-W Porch and Deck Paint, a high quality, wear-resisting paint. When porch ceilings are

Color Magic

brings enduring beauty to old pieces

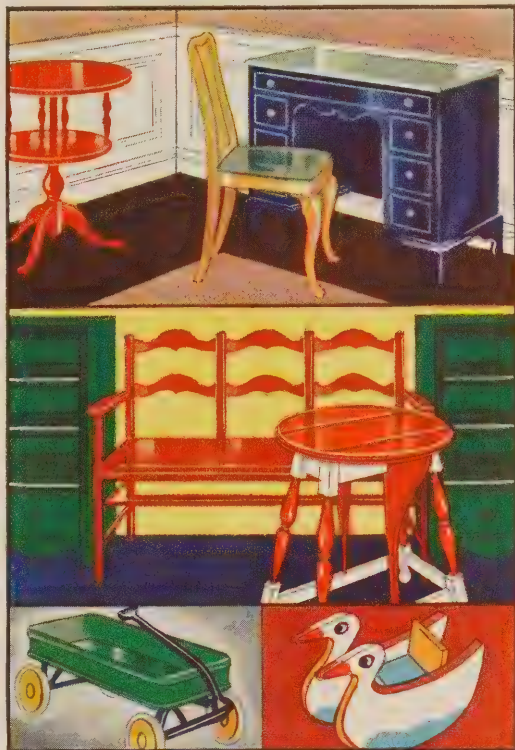
NO home or the articles in it can escape the wear and tear of living. But the Allens didn't discard their marred and banged up tables, chairs, or other odds and ends. They bought themselves a good paint brush, spread newspaper on the floor, got a few cans of S-W Enameloid and went to work. They found that Sherwin-Williams have a supply of Enameloid colors which it would be difficult to beat—Lettuce Green, Chinese Red, Dahlia, Killarney Green (a bit of old Ireland), Apricot, Italian Blue, Old Ivory—soft, smooth and warm. Many is the dark and dull corner they brightened up by this means. Anything that is useful can be made beautiful, and the livable home has no neglected spots nor bare corners. Old furniture not only became new again—it became new in the colors that made it more effective than ever. The cost? Almost nothing—nothing but the paint itself.

Painting Specifications

Page 16 (Top Left): BREAKFAST ROOM. WALLS, Sherwin-Williams Semi-Lustre Buff and Silver Gray (Mixture). CEILING, S-W Semi-Lustre Ivory White. FURNITURE, S-W Enameloid Lettuce.

(Top Right): CEILING, Sherwin-Williams Flat-Tone White. WALLS, S-W Flat-Tone Cream 4 parts, Shell Pink 1 part. WOODWORK, S-W Enameloid Taupe.

(Bottom): CEILING AND WALLS, Sherwin-Williams Semi-Lustre Poudre Blue. WOODWORK, S-W Enameloid Old Ivory.



(Above): FURNITURE finished with Sherwin-Williams Enameloid. (Top): TABLE, Chinese Red; CHAIR, Old Ivory; DESK, Blue trimmed in White; (Center): BOOKCASES, Jade; BENCH, Chinese Red; TABLE, equal parts Canary Yellow and Orange. (Bottom): WAGON, Milan Green, Canary Yellow and Blue; TOY, White, Pastel Blue, Canary Yellow, Orange.

painted, use SWP White or a light tint because it makes a lighter porch and reflects light into adjoining rooms.

HOW MANY COATS OF SWP?

Two coats are always recommended to repaint houses when the normal period of four or five years has elapsed since the previous painting. On new buildings, being painted for the first time, three coats are strongly advised as most satisfactory.

QUANTITY OF SWP REQUIRED

This depends upon the size of the house. The average house can be painted with only seven gallons of SWP, while some brands take as much as twelve gallons. You have the right to expect this greater coverage when you use SWP because SWP is *all paint*. There are no adulterants or water to rob the paint of its spread or hiding power. To estimate the quantity of SWP needed for painting your house:

Measure the distance around the house and multiply this figure by the average height of the building. Divide this figure by 400 which is the number of square feet SWP will cover per gallon, two coats, under average conditions. This gives the number of gallons of SWP needed for the body of the house. For the trim, cornices, porch pillars, etc., about one-eighth to one-fifth as much paint will be required, depending upon the amount of trim, etc.

USING SWP HOUSE PAINT

SWP contains all necessary ingredients—correct in color. It is made rich and full in body, to permit the painter to modify it with linseed oil or turpentine to suit the requirements of each surface.

First stir and thin SWP according to instructions on the can. Then work the paint into the surface so that it will dry to a firm, solid coating, well anchored to the surface. Too thick a

That room at the top

THE small room on the third floor is the one that captured Dick's heart. Sturdy maple furniture, a chest-desk and many book-cases give it a studious atmosphere. The peasant fabrics in flame and white and deep blue are gay and practical and the bright washable walls are neat and enjoyable. For a room of this sort the makers of unfinished furniture are friends indeed, bought cheaply and finished to taste

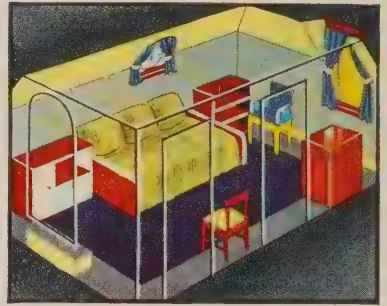
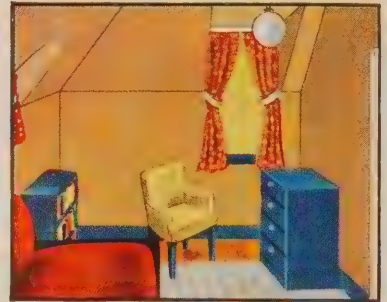


—by Dick's own hand. He had his part in planning and executing the whole room, and though he doesn't know it yet, HOUSE & GARDEN did a room almost exactly like his . . . shown below.

CEILING AND WALLS, Sherwin-Williams Flat-Tone Sky Blue. WOODWORK, S-W Enameloid White.

(Top Right) CEILING and WALLS, Sherwin-Williams Flat-Tone Olive Tan. WOODWORK, S-W Enameloid Blue.

(Below Right) CEILING, Sherwin-Williams Flat-Tone Canary Yellow. WALLS, S-W Flat-Tone Sky Blue and Silver Gray (Mixture). WOODWORK, S-W Enameloid Canary Yellow.



coat never dries properly. It remains soft underneath, wrinkles and is liable to peel. The chart on the label of the can tells how to thin SWP for different surfaces.

THE MASTER PAINTER

The services of a good, reliable painter are always recommended by Sherwin-Williams when it comes to painting the house. Too much is involved in the protection of property from decay to warrant taking any chances. You will be money ahead when you secure the best possible paint and hire the best available painter to apply it.

VALUABLE PAINTING HINTS

NEW BUILDINGS: When a house is built, the wood siding should be primed promptly to protect it from rain and hot sun and prevent warping and splitting. Finishing coats, however, should not be applied until after the plaster has dried com-

pletely, because much of this moisture escapes through the outside walls. This is especially true during cold-weather building when rooms are heated to dry the plaster. Painting before both lumber and plaster are thoroughly dry has been the cause of much paint peeling.

Knots and streaks should be covered with orange shellac before priming. This prevents rosin from exuding and discoloring the paint.

Nailholes and cracks should be puttied *after* the priming coat. **CAREFUL PUTTYING IS MOST IMPORTANT.**

New stucco houses should be permitted to "cure" for at least 6 months before painting the stucco.

OLD WORK—RE-PAINTING: Be sure that the old surface is in the right condition for painting. If the old paint is cracking or peeling, have the painter burn it off with a blow torch. All loose paint must be removed either by scraping with a putty

(Continued on page 19)

Young ideas for the young modern

A TRIUMPH in personality is the room for the daughter of the house. Jane picked out her own color scheme. Yellow is the basic color, beige and coral the complementary ones, and they are as soft and girlish as could be desired—fresh looking and gay. Enameled furniture is one of the glittering features of modern bedrooms, and this type Jane chose for her room. And the wielding of a paint brush is always fun. Here is the room

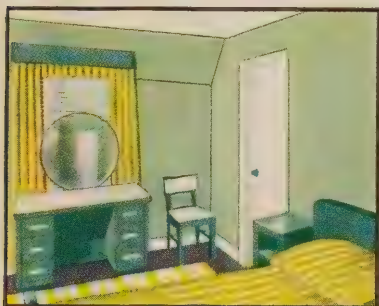
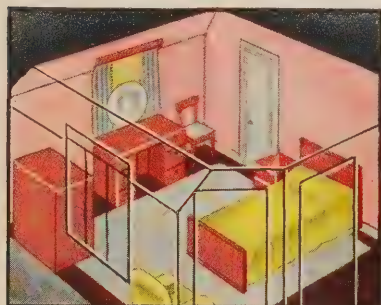


arranged by HOUSE & GARDEN. Jane liked it so well she had mother copy it even to the clock.

(Right): CEILING, Sherwin-Williams Flat-Tone White. WALLS, S-W Flat-Tone White tinted with S-W First Quality Oil Color Chrome Yellow Light. WOODWORK, S-W Enameloid or S-W Old Dutch Enamel White. FURNITURE, S-W Enameloid Taupe.

(Top Left): CEILING AND WALLS, Sherwin-Williams Flat-Tone Shell Pink and White (Mixture). WOODWORK, S-W Enameloid French Gray. FURNITURE, S-W Enameloid Mauve (Mixture).

(Below Left): CEILING, Sherwin-Williams Flat-Tone White. WALLS, S-W Flat-Tone Pale Green and White (Mixture). WOODWORK, S-W Enameloid White. FURNITURE, S-W Enameloid Robins Egg (Mixture).



knife or with a wire brush. Cobwebs, dust, soot and all other foreign matter should be brushed off with a painter's duster. Wash grease spots off with painter's naphtha.

"Chalking" paint which is smooth, though gradually dusting away, does not have to be removed. In fact, paint that is moderately worn forms a good foundation for new paint. Glossy areas under eaves, porches, etc., where chalking has not started should be sandpapered to avoid paint "crawling." Badly weathered sash require a priming coat of SWP House Paint, thinned according to directions on the package. Brush well into the wood and, when dry, putty should be worked into the cracks.

IMPORTANCE OF THE PRIMING COAT: The priming coat is the important coat because the finish coat can be no better than the foundation coat permits it to be. Your painter adds linseed oil or turpentine to SWP House Paint for the first coat, to adjust it to the porosity of the surface. This adjustment

should vary, the south and west sides of the building, as a rule, requiring the addition of more linseed oil than the north and east—also the non-chalking sections under the eaves, etc., the use of less oil and more turpentine.

BRUSHES

There is a quality brush for every purpose. A 4-inch S-W No. 10 or 20 Brush is recommended for larger areas, a 2½-inch S-W No. 40 for trimming, and a longhandled S-W No. 400 Brush for painting the sash and other small trim surfaces.

STAINING WOOD SHINGLES

Use S-W Preservative Shingle Stains. They stain the wood, bring out its beauty without concealing the grain. They also prevent formation of fungus growth and are effective against wood boring insects.

CAUTION: New shingles which have been exposed to weather
(Continued on page 22)



Where Home Begins . . .

THE exterior of the home is so important. It is the first visible expression of taste . . . of pride in house, home and community. However delightful the interior, without a fresh, gleaming coat of paint on the outside the touch of perfection is lost. Applied to the exterior of your home, Sherwin-Williams SWP House Paint means satisfaction in every



way. You will be proud of its beautiful colors . . . its gleaming whiteness . . . its lasting freshness and durability. Everywhere, cottage or mansion, city, town or hamlet, all you need to know about house paint is SWP.

(Page 20): BODY, Sherwin-Williams SWP House Paint Canary Yellow. TRIM, SWP House Paint Outside Gloss White. ROOF, S-W Preservative Shingle Stain Thatch Brown, B-46. SHUTTERS, S-W Trimbrite Color Verdas Green Dark.

(Page 21): BODY, Sherwin-Williams SWP House Paint Outside Gloss White. ROOF, S-W Preservative Shingle Stain Medium Green, C-74; or S-W Trimbrite Color Verdas Green Dark. SASH, SWP House Paint Black. SHUTTERS, S-W Trimbrite Color Verdas Dark Green.

BEAUTY & PROTECTION



DO YOU feel that burst of pride as you catch sight of your house when you come up the street? Houses, you know, are very expressive articles. They talk to your neighbors about you. And they talk to you about yourself. So, the best way to keep confidence in yourself (and to give your neighbors the same feeling) is to give your home the proper dress, inside and out. And that's where famous old SWP, the best known and most widely used house paint in America,



Painting Specifications

(Above): BODY, Sherwin-Williams SWP House Paint Outside Gloss White. ROOF, S-W Preservative Shingle Stain Dark Green, C 72. SHUTTERS, SWP House Paint Willow Green.

(Right): BODY, Sherwin-Williams SWP House Paint Canary Yellow, 387. TRIM, SWP Outside Gloss White. ROOF, S-W Preservative Shingle Stain Indian Red, C 76.

and are water soaked should be unbound and spread out to dry before staining.

Unstained shingles should be dipped in the first coat of stain before laying, to secure complete covering of both sides, end and edges. Empty all the cans of stain for the entire job into one large vat or tub and stir thoroughly *before and during* use. Dip quickly to $\frac{2}{3}$ the length of the shingle, let drain for a few minutes and throw into a loose pile to dry. After the shingles are on the house, the second coat of stain is brushed on. This coat should be thinned with one pint linseed oil to each gallon of stain.

HOW MUCH STAIN YOU NEED

One gallon of S-W Preservative Shingle Stain covers approximately 100 square feet, one dip and one brush coat, or 150 square feet one coat, brushed on. Two and one-half to three-fourths gallons will dip 1000 shingles, one coat.

BY SHERWIN-WILLIAMS



comes in. It will make your home more attractive, and will protect and preserve your property from the ravages of rain, wind and sun. And "Main Street or Metropolis, City, Town or Hamlet," you'll find SWP and the Sherwin-Williams dealer waiting to aid you and to serve you. The Allens found Bob Snow and his cans of snow-white SWP the answer to their house painting problems. With Blue trim and shutters, their house becomes one of the brightest and proudest on the street.

NEW COLOR ON AN OLD ROOF

To brighten up the roof color apply one or two coats of a lighter shade because stains do not *bide* like paint and a dark surface will cause the stain to dry darker than shown on the color card. For dry, weathered shingles add $\frac{1}{2}$ gallon of linseed oil to each gallon of stain.

S-W SHINGLE STAINS DO NOT CONTAMINATE RAIN WATER

S-W Stains are not injurious to the health. After the stain has been applied to the roof, allow the first few rains to run off before using the rain water for household purposes.

TO PAINT METAL ROOFS

Scrape off rust with a wire brush and apply a first coat of S-W Kromik Metal Primer which is an outstanding paint for all

(Continued on page 26)

Painting Specifications

(Top): BODY, Sherwin-Williams SWP House Paint Canary Yellow. TRIM, SWP Outside Gloss White. ROOF, S-W Preservative Shingle Stain Sienna Brown, B 41.

(Below): BODY, Sherwin-Williams SWP House Paint Sea Green. TRIM, SWP Outside Gloss White. SHUTTERS, SWP Sage Green. ROOF, S-W Preservative Shingle Stain Medium Green, C 74.



(Above): BODY, (brick) Sherwin-Williams Stucco & Concrete Paint White; (wood siding) SWP House Paint Outside Gloss White. If gloss finish is desired on the brick use SWP Outside Gloss White. ROOF, S-W Preservative Shingle Stain Thatch Brown, B-46. SASH, SWP Black.

(Below): BODY, Sherwin-Williams SWP House Paint Cream Gray. TRIM, SWP Ivory. SHUTTERS, S-W Trimbrate Color Verdas Green Dark. ROOF, S-W Preservative Shingle Stain Sienna Brown, B 41.



Proud Houses

—*painted by*

Good Painters

JUST as one item of your attire complements every other item, so your house, the paint you buy, and your painter depend upon each other. Perfect units mean a perfect whole. Sherwin-Williams SWP House Paint's quality is unsur-



passed. And you are getting the maximum in paint economy, because SWP House Paint lasts longer, goes farther and keeps its color better.

Whatever the architectural plan of your house; whatever the style or period, and whatever the color you desire, SWP House Paint will suit your needs. When you buy it you are buying beauty, durability and protection.

See that a reliable master painter applies it—he, plus Sherwin-Williams Paints, will be your guarantee of satisfaction.

(Above): BODY, Sherwin-Williams SWP House Paint Colonial Yellow. TRIM, SWP Outside Gloss White. SHUTTERS, SWP House Paint Cream. ROOF, S-W Preservative Shingle Stain Nut Brown, B-47.

(Below): BODY, Sherwin-Williams SWP House Paint Outside Gloss White. ROOF, S-W Preservative Shingle Stain Nut Brown, B 47. SHUTTERS, SWP House Paint Moss Green.





BODY, Sherwin-Williams Stucco and Concrete Paint White. TRIM AND SASH, SWP Outside Gloss White. ROOF, S-W Preservative Shingle Stain Thatch Brown, B 46.



metal surfaces except galvanized iron. (On galvanized iron roofs the first coat should be S-W Galvite, observing directions carefully when painting new metal.) A gallon of S-W Kromik Metal Primer will cover about 800 square feet of metal, one coat. After letting priming coat dry 24-36 hours, apply a finishing coat of S-W Metalastic, which may be had in Green, Gray, Brown and Black. This combination of Kromik and Metalastic gives the best possible protection to metal and is specified the world over for bridges and steel structures of all kinds. On large surfaces apply with S-W No. 10 or No. 20 Brush. Use S-W No. 82 Brush for small jobs.

S-W ROOF AND BRIDGE PAINT

A lower priced but dependable utility paint, which is excellent for painting shingles. It covers about 500 square feet of average surface per gallon, one coat.

S-W Roof and Bridge Paint is also excellent for finishing metal fences, metal buildings, roofs of out-buildings, etc.

For large surfaces apply with S-W No. 10 or 20 Brush; No. 82 Brush for metal fences.

TO WATERPROOF AND RESTORE COMPOSITION ROOFS

S-W Ebonol, a black *acid-free* coal-tar base paint, will prevent new composition roofing from drying and cracking. To restore old dried out composition roofing, first use S-W Elastic Roof Cement (paste) to fill holes. Then, after priming the old roofing with Ebonol, apply an all-over coat of S-W Liquid Roof Cement. A flat roof may then be graveled if desired. Ebonol will cover 100 to 200 square feet one coat per gallon, depending upon the condition of the roof. Liquid Roof Cement covers 40 to 100 square feet per gallon.

S-W Elastic Roof Cement (paste) is also used to patch holes in gutters, downspouts, etc. 100 pounds of Elastic Roof Cement cover about 250 square feet of smooth surface.

“Neither rain, nor snow, nor heat...”

ONE can't help liking a brick house painted white. The suggested ripple of the texture of brick and mortar beneath the gleaming paint has an appeal all its own.

The architects and decorators of the houses shown on these pages chose Sherwin-Williams Stucco and Concrete Paint for their brain children. They know that when they choose a color, that color will stay true, month after month, and even year after year. They know that stucco or concrete houses must be painted to lock out moisture, keep in comfort, and to prevent ugly cracks, and that S-W Stucco and Concrete Paint is the stalwart servant of home Beauty and Protection.

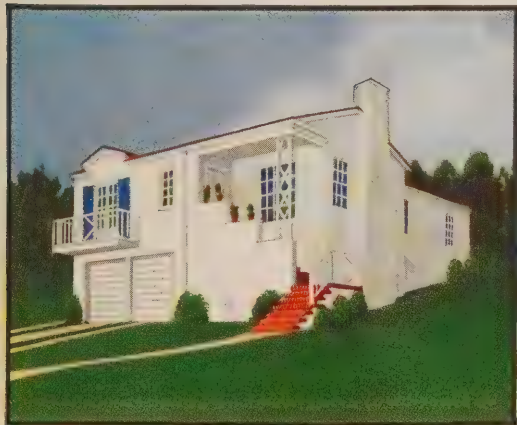
(Above): BODY, Sherwin-Williams Stucco and Concrete Paint Light Cream (Mixture). SASH AND WOOD TRIM, SWP House Paint Ivory. ROOF, S-W Preservative Shingle Stain Medium Green, C 74.

(Lower Left): BODY, Sherwin-Williams Stucco and Concrete Paint



White. TRIM, SWP Outside Gloss White. SHUTTERS, S-W Trim-brite Color Spanish Blue.

(Lower Right): BODY, Sherwin-Williams Stucco and Concrete Paint Coral Tint. WOOD TRIM AND SASH, SWP Outside Gloss White. ROOF, S-W Shingle Stain Nut Brown, B 47. SHUTTERS, S-W Trim-brite Color Spanish Blue.



S-W STUCCO AND CONCRETE PAINT

A waterproofing oil paint made expressly for finishing stucco, brick and concrete buildings. During wet weather, unpainted stucco and brick absorb tremendous amounts of water. Result—a damp house—difficult to heat—unhealthful and uncomfortable. This dampness coming through walls often ruins interior decorations, causes wood structure to decay. S-W Stucco and Concrete Paint is a durable lasting finish, which affords complete protection against moisture.

S-W Stucco and Concrete Paint covers about 150 square feet per gallon, one coat, depending on the roughness and porosity of the surface.

HOW TO PREPARE STUCCO AND CONCRETE FOR PAINTING

Brush off any cold water finish, dust, soot, etc. Any salts or efflorescence should be scraped off and the surface washed with

a solution made with 3 pounds zinc sulphate to the gallon of water. Let dry 24-48 hours. Then apply S-W Stucco and Concrete Paint, which has been mixed equally with S-W Stucco and Concrete Mixing Sealer, with a No. 110 leather bound brush. Allow to dry four days. For the second coat, use S-W Stucco and Concrete Paint without thinning, working paint well into the texture of the surface.

PAINTING BRICK HOUSES

Old brick will often absorb as much as 10% of its weight in water. Old brick homes, school buildings, industrial plants, concrete buildings, etc., show amazing improvement when properly painted. White painted brick in light wells greatly increases the light in adjoining rooms. First, brush the surface clean, then point up any bad joints and let the mortar dry for about a week. Then apply 2 coats of S-W Stucco and Concrete Paint, following the same directions as for stucco surfaces.

Meeting Nature halfway

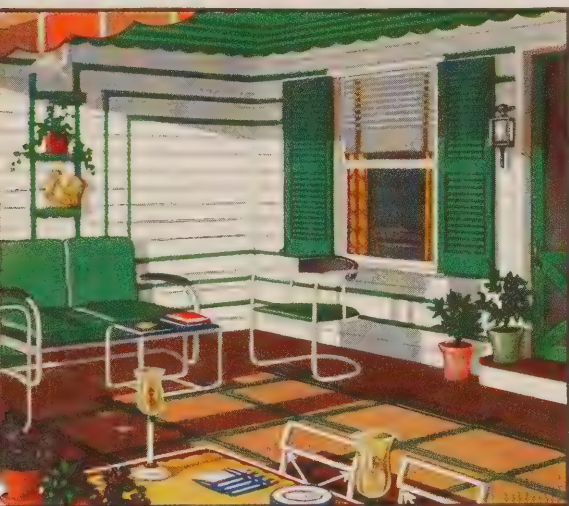


THE Allens went to work with their paint brush last year and now have one of the nicest sun porches in the neighborhood. This outdoor living-room says that here is a corner simply built for comfort and here comfort . . . and beauty . . . they have. The porch furniture problem was easily solved . . . S-W Enameloid is "made to order" for just this sort of problem. And all their furniture is practical . . . it can take all the shifting and shuffling and scuffing porch furniture always gets. A little rain doesn't call

for a wild rush to bring it indoors—Enameloid can "take it" and so can the water-proof cushions. The other one on this page was done by Lurelle Guild for PICTORIAL REVIEW. He also used Sherwin-Williams paints. Aren't these porches lovely "extra" rooms?

PORCH (lower left): WALLS, SWP House Paint Outside Gloss White. TRIM, S-W Trimbrate Color Verdes Green Light. FLOOR, S-W Porch and Deck Paint Neutral Brown.

(Lower Right): WALLS AND CEILING, Sherwin-Williams Semi-Lustre Canary Yellow. WOOD TRIM, S-W Semi-Lustre Buff and Silver Gray equal parts. FURNITURE, S-W Enameloid.



FINISHING PORCH FLOORS

Porch floors and steps need a finish that dries to a hard, smooth, tough "traffic-proof" water-tight film. S-W Porch and Deck Paint is made in six attractive colors, especially for finishing porches and steps of both wood and cement. It is easy to apply, dries overnight, covers 250 square feet per gallon, two coats. Apply with S-W No. 20 Brush for large surfaces, No. 40 or No. 60 for small jobs.

TO APPLY S-W PORCH AND DECK PAINT

OLD WORK, WOOD OR CONCRETE: Scrape off loose or scaly paint. Wipe off entire porch surface with a cloth and gasoline. Sandpaper all bare, unpainted areas, and touch up with S-W Porch and Deck Paint thinned with one pint linseed oil and one pint S-W Exolvent or turpentine to the gallon. Let dry 8 hours. Then apply S-W Porch and Deck Paint without thinning.

NEW WORK: WOOD OR CONCRETE: If concrete, be sure the floor is thoroughly dry. Thin the first coat as mentioned before. *Second Coat:* Thin each gallon of S-W Porch and Deck Paint with ½ pint of S-W Exolvent or turpentine. *Third Coat:* Use the paint as it comes, without thinning.

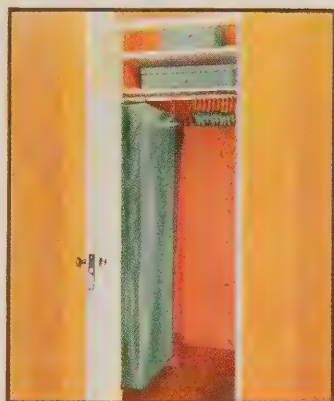
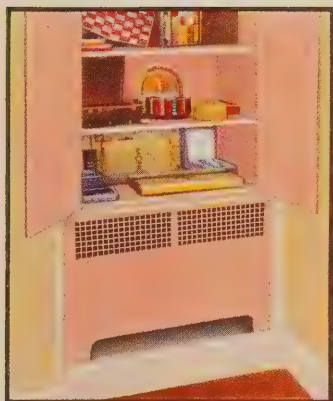
TO VARNISH PORCH CEILING

If new wood, sandpaper clean. If already varnished, wash clean with soap and water and sand off any gloss. Then apply S-W Rexpa Varnish, which dries dust-free in 3-4 hours, can be re-coated in 8 hours, is pale in color and does not darken the wood.

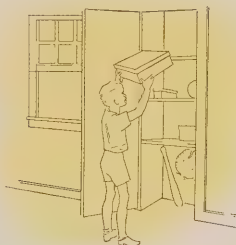
SCREEN ENAMEL

One quart of S-W Screen Enamel—Black or Green—is enough for the screens of an average size house. Apply before putting screens up in the Spring or before putting them away in the Fall. Apply to both screen mesh and frames, both sides.

Behind closed doors



MRS. ALLEN knows that paint is a great promoter of tidiness and her well organized and beautifully arranged closets are one of the nicest features of her house. She had Dick sandpaper off all rough edges that make the scarred boards so hard to keep clean, and he enameled the fresh, clean boarding a bright, crisp color. On top of these lay the linen, neatly bound with dark linen ties which Jane made in school. The same treatment was given the clothes closets and storage closets and the cupboards in the children's rooms. Clean, painted surfaces, racks for shoes and hats, boxes for blankets, chests for flat ar-



ticles—everything to instill a sense of orderliness and of personal neatness.

Stairways, refrigerator niche, all bound-to-be-forgotten corners become bright spots instead of dust and dirt catchers. And all the work was done at odd moments, all the paint "left-overs" from other jobs. Again the cost was practically negligible.

(Left): WALL, Sherwin-Williams Flat-Tone Canary Yellow. CABINET, S-W Enameloid Peach. WOODWORK, S-W Old Dutch Enamel or S-W Enameloid White.

(Center): WALLS, Sherwin-Williams Flat-Tone Pale Green and Ivory equal parts. BASEBOARD, S-W Old Dutch Enamel Dull Finish tinted to match walls. DOOR CASINGS AND DOORS, S-W Old Dutch Enamel Ivory. FLOOR, S-W Mar-not Varnish.

(Right): WALLS, Sherwin-Williams Flat-Tone Buff, S-W Flat-Tone Shell Pink and Cream (Mixture). WOODWORK, S-W Enameloid or S-W Old Dutch Enamel White.

Copper or bronze screens should be protected with a coat of S-W Rexpar Varnish to prevent corroding of the wire and discoloration of the house by the resultant green copper stains washing off the screens onto the surface of the house.

PAINTING BARNS, CRIBS, WOOD FENCES, ETC.

For all such painting jobs, use S-W Commonwealth Barn Red and Barn Gray, which is designed to do the best job possible in one coat on average outbuilding surfaces, two coats on very porous weathered surfaces. It costs just as much in labor—and sometimes more to apply cheap paint as a good paint and with good materials used repainting is less frequent. Prepare surfaces as directed for painting the house. Estimate gallons needed on a basis of 500 square feet per gallon, one coat.

For Concrete Silos: Use S-W Stucco and Concrete Paint as directed.

WOODWORK

IN HOW MANY WAYS CAN WOODWORK BE FINISHED?

New unfinished woodwork can be left in its natural color or stained. Stain usually emphasizes the pattern of the grain as well as changing its color. It can then be varnished in either a glossy or a dull varnish or waxed. Woodwork may also be finished in either a glossy or a dull enamel finish.

HOW TO PREPARE NEW WOODWORK FOR FINISHING

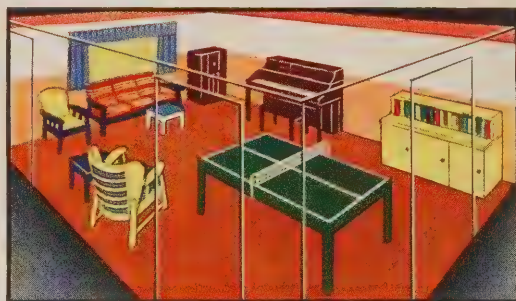
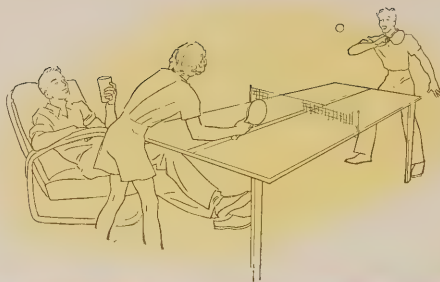
Sandpaper the wood smooth—sandpaper *with* the grain, never across the grain. If the wood is rough, sandpaper first with No. 0 paper and finish with No. 00. The wood must be kept dry.

Just built for fun

THERE is no waste space in the modern home—even the basement is put to practical use by making it up as a game room. The walls gaily painted (and with washable S-W Semi-Lustre, of course), a few comfortable chairs, an old recovered couch, game tables, a radio . . . in everything, loads of color. There you are . . . a bright and cheery spot . . . cool in summer—warm in winter.

(Right): CEILING AND UPPER WALL, Sherwin-Williams Semi-Lustre White. BORDER AT CEILING, S-W Semi-Lustre Buff. LOWER WALL, S-W Semi-Lustre Buff and Cream equal parts. FLOOR, S-W Floor Enamel Light Tan. FURNITURE, S-W Enameloid Canary Yellow, Blue, Jade and White.

(Below): CEILING, Sherwin-Williams Semi-Lustre White. WALLS AND WOODWORK, S-W Semi-Lustre Canary Yellow. WINDOW FRAME, S-W Enameloid Chinese Red. FLOOR, S-W Floor Enamel Blue.



HOW TO APPLY STAIN TO NEW WOODWORK

(These instructions apply to staining new unfinished furniture, also.)

Use S-W Woodcraft Stains in any one of the 8 popular shades or modified colors explained in the color card at our store (see Flo-lac for staining wood surfaces already finished). Stir thoroughly and apply the stain with a S-W No. 710 Brush. It is advisable to have your painter stain a scrap piece of the woodwork before proceeding with the job. If too dark, thin with Woodcraft Stain Reducer. The applied stain may be wiped lightly with a soft cloth, which brightens the flake or highlights of the wood. Wiping also enables the painter to overcome inequalities in different pieces of wood where the stain would otherwise "take" deeper.

OPEN GRAIN WOOD

Woods such as oak, walnut, chestnut and mahogany contain open pores which require filling with S-W Paste Wood Filler

to make the surface level and prevent the varnish from sinking in and resulting in an uneven effect.

Paste Wood Filler is applied, according to directions on the can, after the wood has been stained and must dry 48 hours before varnishing.

Close grain woods such as pine, maple, birch, etc., need no filler—do not use a so-called "liquid filler" or firstcoater.

HOW TO USE S-W PASTE WOOD FILLER

Thin to a creamy consistency with benzine. Select the color of filler specified for the stain being used. Frequently a dark colored filler is applied to the wood without first staining it, when only a slight darkening is wanted. S-W Paste Wood Filler comes also in a "Natural" shade for floors or woodwork not to be stained.

Use a S-W No. 227 or No. 40 Brush and apply the thinned filler over a few square feet at a time and let it become partially "set," indicated by the gloss dying down—in about 10-20

Beauty treatments for the Car

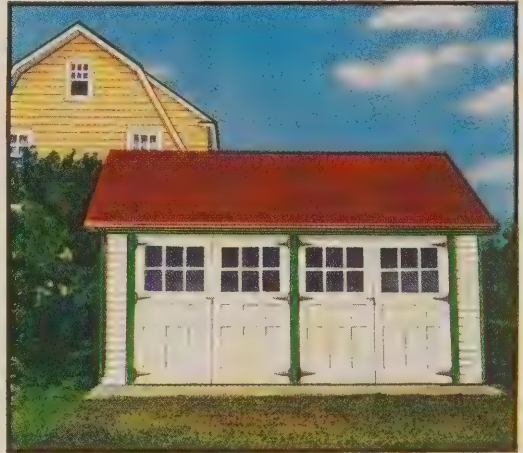
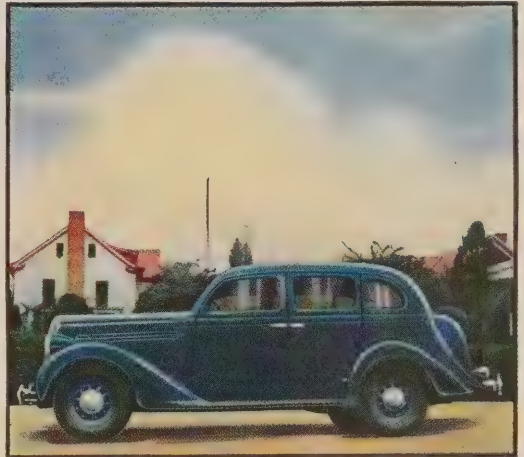
MR. ALLEN'S car is his pride. His method for keeping the finish looking so well takes very little time because he catches the rust spots before they have a chance to spread. A brush-in-can S-W Touch-up Black outfit is always handy in the garage. And Sherwin-Williams Auto Wax and Polish just "can't be beat" for regular upkeep. Whenever he has a fender to be refinished or a patch-up elsewhere he looks up the S-W Dealer's Paint Headquarters Store for advice.



Housing the Family Car

The family garage complements the house just as a hat does the rest of your costume. Inside and out, the Allen garage has received careful treatment—for the concrete floor has a washable paint just made for the purpose. Neatness and order aren't limited to the closets of this household—they carry it right outside in garage, car, and garden.

GARAGE—BODY, Sherwin-Williams SWP House Paint Outside Gloss White. **TRIM,** SWP Willow Green. **ROOF,** S-W Preservative Shingle Stain Sienna Brown, B 41. **GARAGE FLOOR,** S-W Floor Enamel Slate. House in Background, SWP House Paint Cream trimmed in SWP Outside Gloss White.



minutes. Then wipe off by rubbing across the grain with a piece of burlap or coarse cloth to leave the filler only in the pores of the wood.

SPECIAL NOTE:

Stained woodwork must be given a coat of S-W Pure White Shellac thinned with an equal amount of denatured alcohol—before applying the varnish coat. This prevents the stain "bleeding" into the varnish which not only would disfigure the finish but interfere with proper drying and durability of the varnish.

Woodcraft Maple Stain is recommended to be given a sealing coat of S-W Orange Shellac.

WHAT VARNISH TO USE

For best results use two coats of Sherwin-Williams Mar-not Varnish. This dries with a full rich gloss and is the most durable satisfactory finish for all interior surfaces. If a dull-

rubbed finish is desired let the varnish dry for 48 hours then rub with powdered pumice stone and oil. S-W Velvet Finish Varnish may be applied as a final coat over the Mar-not Varnish if a dull-drying finish is preferred without hand rubbing.

HOW TO APPLY VARNISH

Use S-W No. 220 Brush 2 inches wide for average jobs. Work with a full brush aiming to spread the varnish as freely as possible without its running or sagging. Brush *with* the grain of the wood. Then, without filling the brush "cross off" the surface to catch any places missed. Now scrape the brush over the edge of the can and lightly "straighten out" the surface, brushing lengthwise again. Brushing thus in three directions spreads the varnish to a uniform full film without danger of runs.

HOW TO STAIN AND VARNISH IN ONE OPERATION

If the old varnish is in fairly good shape except that the color needs freshening up, simply wash clean with Flaxoap and water,

And where did all these ideas come from?

WHEN the Allen family sat down to plan and organize their home all their ideas didn't come to them right out of the blue. They turned to the logical place for new ideas, new suggestions—the household magazines and Sherwin-Williams helpful booklets. Their magazine rack is full—HOUSE & GARDEN, HOUSE BEAUTIFUL, McCALL'S, PICTORIAL REVIEW, WOMAN'S HOME COMPANION, LADIES' HOME JOURNAL—with such famous designers as Lurelle Guild, Margaret Dargan, Eleanor Le Maire. Every page of these household magazines



is a treasure trove to the amateur home decorator—they just brim with schemes and plans and directions that are worth their

(Left): CEILING, Sherwin-Williams Flat-Tone Cream Gray. WALLS, S-W Flat-Tone Ivory Tan. WOODWORK, S-W Mar-not Varnish or S-W Old Dutch Enamel Ivory.

(Right): CEILING AND DROP, Sherwin-Williams Flat-Tone Cream Gray. WALLS, S-W Flat-Tone Pale Green and Ivory equal parts. WOODWORK, S-W Old Dutch Enamel Ivory. INSIDE OF CABINET, S-W Semi-Lustre Buff and Light Pink equal parts. FLOOR, S-W Mar-not Varnish.



dry and sandpaper to a smooth dull surface with No. 00 paper. Wipe thoroughly with turpentine if surface has been waxed. Apply S-W Flo-lac in the desired color. Use two coats if a darker shade is desired. As a final finish, apply Mar-not Varnish (for a glossy finish) or Velvet Finish Varnish (for a dull finish).

FLO-LAC REFINISHING SYSTEM

Old floors, woodwork and window sills frequently are so badly discolored and marred that they will not permit ordinary refinishing. Wash such surfaces clean with S-W Flaxoap and water. Rinse well and dry. Sandpaper all rough spots and apply 2 coats of S-W Flo-lac Ground color which will hide the old surface and give a new foundation. Then apply two coats of Flo-lac in the desired color. See instructions for producing imitation grain effects on page 4. When refinishing window sills be sure the outside surfaces are well sealed and water-tight. Water seeping through cracks in the frame often causes finishes on sills to fail.

TO SECURE DULL-RUBBED EFFECT WITHOUT RUBBING

Apply a finishing coat of S-W Velvet Finish No. 1044. This varnish dries to a beautiful dull finish closely resembling a handrubbed finish.

TO FINISH WOODWORK IN ENAMEL OR PAINT

The secret to beautiful, smooth, tile-like enamel finishing is a surface that has been sandpapered smooth and then finished with a good quality enamel undercoater—more effort but worth it.

TO REMOVE AN OLD FINISH

If the old finish is cracked, chipping and badly worn, remove it entirely with S-W Taxite, the safe paint and varnish remover. Apply Taxite, let stand for a few minutes until the old finish is softened and scrape off with a putty knife. Scrub clean with



© Condé Nast Publications

weight in gold. Perhaps just one item in a room decoration will solve a decorating problem that has been as yet unsolved—descriptions of color combinations that are as thrilling as they are colorful. You don't have to take a course in interior decoration to do a house over—look around you, see what others are doing, what is going on in the

magazine world, and use your own good judgment. "Your home is your castle," and a wealth of decorating ideas is yours. You have seen the Allens transplant rooms from magazines into their home with color schemes almost intact. You, too, can get a wealth of satisfaction and pleasure by doing to your home what the Allens did to theirs.

a brush dipped in Taxite and wash thoroughly with turpentine (varnish will not dry if Taxite is not washed off clean) then proceed as instructed for new work.

NEW UNFINISHED WOOD—TO ENAMEL

Sandpaper until perfectly smooth, finishing with No. 00 paper. Dust carefully. Apply a priming coat of Sherwin-Williams Flat-Rite Enamel Undercoater, thinned with one quart raw linseed oil and ½ pint S-W Exolvent or turpentine to the gallon of undercoater. When dry (overnight) fill cracks and nail holes with a white lead putty and sandpaper the entire surface lightly with No. 00 sandpaper.

Second Coat. Use Flat-Rite thinned with one pint S-W Exolvent or turpentine to the gallon. Sandpaper lightly with No. 00 sandpaper.

Third Coat. Apply an equal-part mixture of S-W Enameloid and Flat-Rite. Thin this mixture with one pint of S-W Exolvent or turpentine to the gallon.

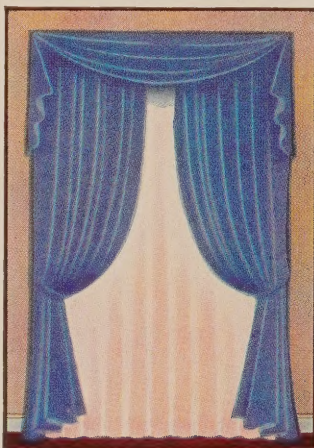
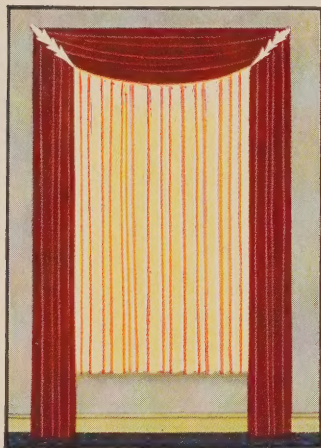
Painting Specifications

CEILING, Sherwin-Williams Flat-Tone Ivory.
WALLS, S-W Flat-Tone Canary Yellow tinted slightly darker with S-W First Quality Oil Color Chrome Yellow Light. WOODWORK, S-W Old Dutch Enamel White, Dull Finish.

"And the Allens lived happily ever after"

AND so the house is finished. Just imagine the house-warming the Allens are going to have; the pride they are going to take in their home and the pleasure they will have in entertaining their friends in such a charming background. There is a powerful amount of satisfaction to be gained by pleasant, delightful surroundings for work, rest or play that just promote happiness and make family life the joyful thing it should be. Even the office and shop of the company Jim Allen works for, painted with Sherwin-Williams Maintenance Finishes, are brighter, cheerier and sunnier than ever before. Everyone is

gay when the sun shines—let it shine inside home, office and shop every day—whatever the weather. It costs so little—it means so much. The Allen home that cost less than \$5,000 when it was built ten years ago (that was at the height of the building boom) looks like a \$10,000 home today. Paint did it. There's nothing to compare with paint to add charm, beauty, grace and value to a home. And there's nothing as inexpensive to work with. A paint investment means money well spent . . . it's a purchase of long-lived beauty. Your home is a personal expression of your own taste . . . don't neglect it.



Drapes in simple color and design are part of the charm of the Allen home.

Fourth Coat. Apply S-W Enameloid as it comes in the can. Note: For three-coat work: Same as above except *omit second coat*.

OLD VARNISHED OR ENAMELED WOODWORK TO FINISH WITH ENAMELOID

If the old finish is badly cracked remove it with Sherwin-Williams Taxite. Then proceed as directed for new surfaces. Ordinarily the surface merely needs cleaning to remove dirt and grease, then rubbing with No. 0 sandpaper to dull whatever gloss there may be. Enamel finishes applied over hard, shiny finishes may give trouble with chipping off later on. Touch up bare spots with S-W Flat-Rite thinned same as for new wood and let dry. Where the new enamel finish is a much lighter color than the old surface, apply one coat of Flat-Rite mixed in equal parts with Enameloid in the color selected. When dry, sandpaper lightly and apply the finishing coat of Enameloid.

Use S-W No. 208 Brush for larger surfaces and No. 220 for small jobs.

TO PAINT WOODWORK WITH SEMI-LUSTRE

New Work: Thin Semi-Lustre with S-W Exsolvent or pure turpentine (1 pint to the gallon).

Second Coat: Use Semi-Lustre without thinning.

Three Coat Work: Thin the second coat same as the first coat and use Semi-Lustre without thinning for the third coat.

OLD WORK—TO PAINT WITH S-W SEMI-LUSTRE, THE WASHABLE SATIN FINISH

Wash the surface clean with S-W Flaxoap and water, rinse well, dry and sandpaper smooth. Then apply one or two coats of S-W Semi-Lustre without thinning. Let the first coat dry overnight, sandpaper lightly.



© Woman's Home Companion

This is the Woman's Home Companion Bedroom

A room with a View—of the Budget

The room illustrated above can be assembled very inexpensively, as you can see by the budget shown. Everything is simple, but the fresh glowing color of the paint accentuates the charm of that simplicity. There is a livable and comfortable quality about the whole room which will delight any guest or member of the family lucky enough to be its occupant. There is nothing there the least impressive—in itself—or expensive. It

Paint (walls).....	\$ 5.30
Mattress and spring.....	24.82
Bed furnishings.....	16.21
Upholstered chair.....	6.98
Dressing-table shelf and drapery.....	3.40
Three scatter rugs.....	3.87
Two mirrors.....	1.68
Unpainted chest.....	11.16
Two unpainted chests.....	7.58
Two unpainted side chairs and bench.....	3.33
Two dressing table lamps, two bedroom lamps.....	3.30
Over-curtains, trimming, rods and rings.....	1.65
Four pictures.....	.80
Accessories.....	.70
Furniture paint and brush.....	2.70
	\$93.48

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is the application of color . . . in terms of paint and draperies . . . that brings the room to life. Paint is one of the very cheapest of luxuries . . . and one of the most satisfying.

CEILING, Sherwin-Williams Flat-Tone White. WALLS, S-W Flat-Tone Buff, Silver Gray and White equal parts. WOODWORK, S-W Old Dutch Enamel White, dull finish, tinted to match walls with S-W First Quality Oil Colors. CHAIRS, S-W Enameloid Bud Green.



Courtesy of Woman's Home Companion and George Paul, Architect

ROOF, Sherwin-Williams Preservative Shingle Stain Thatch Brown, B-46. BODY AND TRIM, SWP House Paint Outside Gloss White. SHUTTERS, SWP Bottle Green No. 484.



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